



REPORT ON MONITORING WORKPLAN IMPLEMENTATION

D.T2.4.3 - PP01 - Emilia-Romagna Region -
Tosco-Emiliano Appennine National Park

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Table of Contents

1. Introduction	2
2. Pilot Action(s) Implementation	2
3. Monitoring design and setup.....	3
3.1. Monitoring Activities	3
3.2. Monitoring Equipment.....	3
3.3. Monitoring Systems Setup	3
3.4. Implemented managerial activities	3
3.5. Education on the use of equipment.....	3
3.6. Monitoring system tourist information campaign	4
3.7. Expected results	5
3.8. Use of Collected data	6
3.9. Monitoring Workplan TimeLine (Final Version)	7
4. Data Collection and Analysis	8
4.1. Pre-Management (baseline) Collected Data	8
4.2. Sin-Post Managing Collected Data	8
4.3. Deviations.....	12
4.4. Data Analysis	12
5. Use of monitoring data analysis.....	28
5.1. Use of the data in the Pilot Action(s).....	28
5.2. Use of the data in the Action Plan Implementation	28
6. Annexes	28



1. Introduction

The actions planned for the CEETO project will be harmonized with the ECST renewal actions that are, de facto, a new five years Action Plan. In particular, these actions will be focused in two areas: the Pietra di Bismantova and the Lagdei plain. These two areas are SCI - SPA (Site of Community Importance and Special Protected Area for Natura2000 Network), characterized by short periods of intense tourism use and with long periods, instead, where this is more limited.



Fig. 1 - Aerial view of the Pietra di Bismantova, Castelnovo ne' Monti municipality (RE).



Fig. 2 - Lago Santo Parmense, closed to the Lagdei Plain, Corniglio municipality (PR).

After two meetings with the local stakeholders, it was clear that the convenience of access by car creates parking overcrowding and dust-related problems for walkers. Furthermore, these places are visited mainly for their recreational use, not considering the natural values. As such, the main problem is the visitor's behaviour, which is not always adequate to the area's sensitivity.

The data collected by the Monitoring activities implementation, will be used to understand the importance of these touristic flows and the consciousness of people to be in a protected area with specific needs and where some good behaviours are required.

2. Pilot Action(s) Implementation

The Park commits to carry out a monitoring activity of the tourist flows that currently affect the area of Pietra di Bismantova and of the Lagdei Plain, involving the local stakeholders, such as refuges operators, other accommodation and catering facilities managers operating in the area, in the submission of questionnaires specifically designed to collect data on the number, type, preferences and behaviour of visitors. The collected data will be used to monitor the effectiveness of the pilot action to create a permanent working-table for traffic flow management between the municipalities and the Park Authority, to regulate the access with motorized vehicles, to the Pietra's parking square during the most critical days.

Another recognised concern is the need to better manage these tourist flows and to distribute them over a broader period of time (seasonal adjustment) and to develop some activities that promote a conscious use of the territory and its environmental peculiarities.



3. Monitoring design and setup

3.1. Monitoring Activities

The collected data refers to the summer season (from July to September), for both the pilot areas, since the summer is the short period of mass tourism at the Pietra di Bismantova and Lagdei plain.

The questionnaires aim at providing us data on the number, type, preferences and behaviour of visitors. These allow us to have a more quantitative idea of the amount of people coming in the areas and of their behaviours.

3.2. Monitoring Equipment

For both the pilot areas we use questionnaires for visitors' data. The questionnaire will give us a visitor's profile: all these details can be a useful data base to prove the effectiveness of the pilot actions and, for the next years, to plan sustainable activities and projects in other areas with similar problems. The questionnaires have been provided in summer in both the pilot areas and in two languages, Italian and English.

3.3. Monitoring Systems Setup

The questionnaires were distributed to local stakeholders at the Pietra di Bismantova, so that they have been involved in distributing them to the visitors and then to collected them at the end of the project.

For the Lagdei plain they were distributed also on the shuttle bus during the Sundays in July and August.

3.4. Implemented managerial activities

For the setup of the parking area in the main square of the Pietra di Bismantova and for the shuttle bus to the Pietra it was necessary to participate to a round table organized by the local municipality of Castelnovo ne' Monti, together with other local stakeholders to decide and plan the activities for the area. To this purpose, the municipality of Castelnovo ne' Monti signed a contract with the local company for public transports to organize the shuttle bus. The parking area was monitored by human resources provided by the local municipality.

The questionnaires were provided by the National Park to local stakeholders to be provided to tourists.

3.5. Education on the use of equipment

For Lagdei plain it was necessary to explain to the people involved how and when all the activities would take place. They received instructions about the shuttle bus schedule and stops and the submitting and management of questionnaires.

For the Pietra di Bismantova everything was decided at the round table dedicated to the area. The bus stops had been planned with the local company of public transports. The questionnaires was distributed to the local stakeholders to be submitted to the tourists for their compilation.

The questionnaires were devised in two languages (Italian and English), in order to be understandable by a wider audience of tourists, for a better spreading of the project mission and the compilation of the questionnaires themselves.

The people in charge as local guide on the shuttle bus at the Lagdei plain, received all the necessary information about the CEETO project, the goals, the pilot area and the pilot actions, in order to be able to educate the tourist on the purpose of sustainable tourism development.

3.6. Monitoring system tourist information campaign

At the Lagdei plain an open day had been realized in collaboration with the local stakeholders, the University of Parma and the Paul Smith's College (State of New York - USA). During the event, the Park explained the Interreg CEETO, its purposes and instruments with the help of leaflets and gadgets.



Fig. 5 - Leaflets and CEETO Gadgets (bags), distributed during the Open Day in the Lagdei area.

There had been a good participation of public both at the meeting of presentation that at the following hiking trip, so the launch of the campaign was really positive.

During the shuttle bus service at the Lagdei plain an InfoPoint had been especially created to inform the visitors about the CEETO project and its activities. At the same time there was a guide on the bus to give information to the tourists.

The closure of the main access road at Lagdei plain was officially announced by the municipality with the proper documentation.

At the Pietra di Bismantova the shuttle bus service was officially announced by the local municipality with leaflets and timetables about the frequency of the runs and the bus stops. Special signals had been created to clearly identify the service.



Fig. 6 - Shuttle bus service at Pietra di Bismantova.



Fig. 7 - Shuttle bus service at Lagdei plain.

3.7. Expected results

The expected results were mainly related to the kind of tourists and consequently to the tourists' behaviours in a protected area. That means they know they are inside a protected area and that there are some specific behaviours to maintain.

The questionnaire had been collected from July to September in order to understand if there had been some concrete changes approaching protected areas, tourism and sustainability.

According to the questionnaires provided for both pilot areas, the Pietra di Bismantova and Lagdei plain, the expected information concerns:

- a visitor's profile, in terms of provenance (local residents, hikers, tourists), age, etc.;
- the way people reach the area in terms of means of transports;
- if they are willing to use some alternative and sustainable means of transportation;
- expected activities/projects/actions to be found in a protected area;

Following the other devices, the parking payment system and the shuttle buses, the expected results refers to the number of people who used the shuttle buses, the amount of money collected by parking payment: all these data will be used to evaluate the success of the actions, to decide if replicating them and what/how to optimize it in the future. These data contribute also to give more details about the visitors' profile and confirm some of the aspects emerged from the questionnaires.



3.8. Use of Collected data

The collected data will be the basis for the implementation of the foreseen activities in the Action Plan. According to the data we know that the foreseen activities will respond to the needs of the tourists who want to spend a day or two in the Apennine doing outdoor activities, such as bike tours or guided hiking tours. They also strengthen the good quality of the restaurants of the areas, as the mentions for the level of restaurants and use of quality products are very positive. On the other side we have the confirmation that visitors usually come for a one - day trip: this suggests that we have to plan activities in order to invite the visitors to stay for two or more days.

These data will be also used as reference both for the CEETO and for the ECST action plans. They can also become the proves of some kind of common (and local) “first impressions” about the visitors of the pilot areas, such as the idea that hikers are the main visitors of these places, that cars are a problem, but at the same time, the preferred mean of transport to reach these sites. Focusing on the CEETO project, the collected data are the basis for the future decision-making process on the two pilot areas. This means that the decisions already made and the future ones, in terms of sustainable access and tourism in at the Lagdei plain and at the Pietra di Bismantova, are made considering the results of the project. Collecting data also for other activities of the action plan of the CEETO project we can compare the different experiences of the activities and thinking for the future if reply the actions also in other areas: for example, we know that there are a lot of bikers in the neighbourhoods: we can reflect on the fact that mountain bikes and e-bikes could be another means of transports to reach the Pietra di Bismantova and not only the Lagdei plain or other sites in the Park. Furthermore, the CEETO is used as the proof of the development of a sustainable tourism policy, together with other actions, within the Appennino Tosco Emiliano National Park and UNESCO Man and Biosphere Reserve.

Finally, we can say that the collected data thanks to the CEETO project will contribute to develop our common strategy on sustainability, in general, and on sustainable tourism in particular.



3.9. Monitoring Workplan TimeLine (Final Version)

2019												
Monitoring Plan												
Month →	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Tasks ↓												
Pietra di Bismantova												
Access monitoring with shuttle buses												
Access monitoring with payment parking area												
Tourist monitoring with questionnaires												
Collection of data												
Data analysis												
Evaluation of the results with the aim of reducing the vehicle access and increase sustainable behaviours of the tourists												
Lagdei Plain												
Open days												
Access monitoring with shuttle buses												
Access monitoring with payment parking area												
Tourist monitoring with questionnaires												
Collection of data												
Data analysis												
Evaluation of the results with the aim of reducing the vehicle access and increase sustainable behaviours of the tourists												



4. Data Collection and Analysis

With regards to the pilot areas of Pietra di Bismantova and Lagdei plain, the Pilot Action indicators and future targets concern mainly the complete database, in .xls format, of the results of the surveys, with commentary on the main evidence commented. The details of the answers of the questionnaires are the annexes of this document.

4.1. Pre-Management (baseline) Collected Data

For the Lagdei plain during summer 2018 it was made a surveillance service by the local police, monitoring the car parking and doing also some fines when required. In summer 2019 it was not possible to repeat the same action due to lack of human resources.

For the Pietra di Bismantova during summer 2018 it was established the payment parking area and system with also a service of “light” surveillance made by some volunteers at the entrance of the parking area. Last year the shuttle bus was not activated.

4.2. Sin-Post Managing Collected Data

For the Pilot Area of the Pietra di Bismantova, the data collected in 2019 about the shuttle bus (considering 21 runs/day from the service beginning until the end of September 2019, for an overall amount of 630 runs), are the following.

Fig. 6 shows the number of people using the shuttle bus (data aggregated by month). The collected data per month are:

- June 145 people in three days of service;
- July 338 people in seven days of service;
- August 520 people in ten days of service;
- September 179 people in nine days of service.

Overall 1'182 people were transported with the Shuttle Bus service.

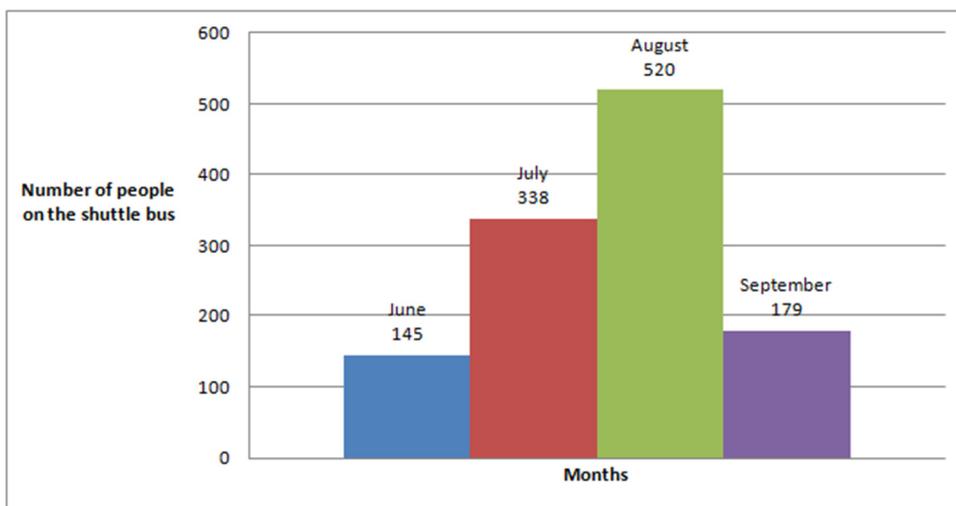


Fig. 6 - Statistics on the use of shuttles, aggregated on a monthly basis, for the 2019 summer.

For the Pietra di Bismantova site, the parking payment system was activated ON 23rd of June and was active until the end of September in the main parking square (Piazzale Dante) of the Pietra di Bismantova (fig. 7). The revenue from the establishment of pay car parks (while the shuttle service was free of charge), were as follows (fig. 8): June: 1'474.36 € - July: 3'868.36 € - August: 4'962. 20 € - September: 4'090.28 €, for an overall amount of 14'395,20 €.

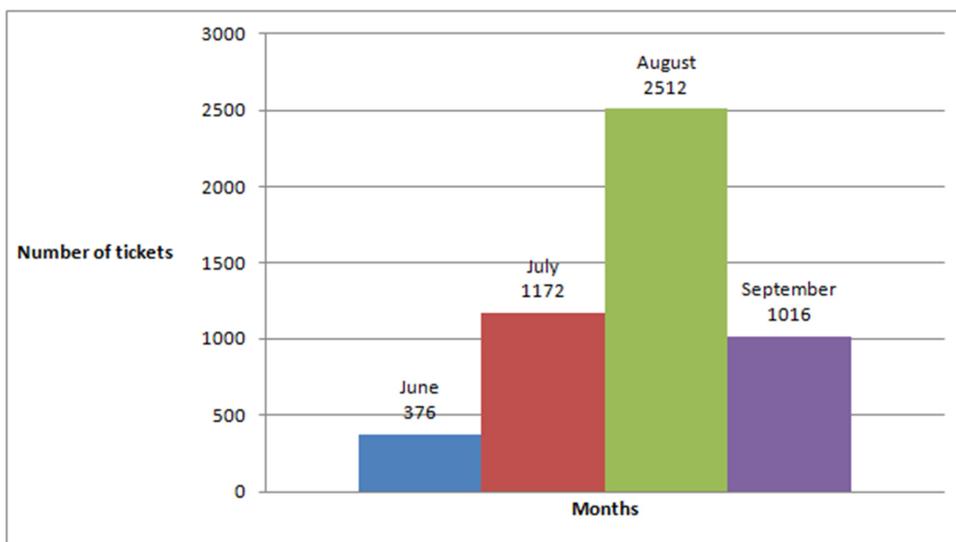


Fig. 7 - Statistics on the number of sold tickets at the Pietra di Bismantova (Piazzale Dante) Parking, aggregated on a monthly basis, for the 2019 summer.

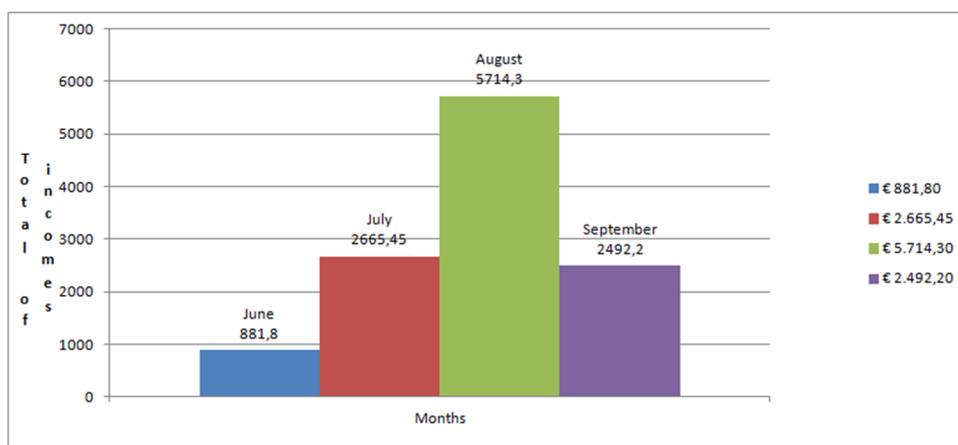


Fig. 8 - Statistics on the income from the shuttle usage, aggregated on a monthly basis, for the 2019 summer.

The data were acquired on a weekly basis, in coincidence with the shuttle bus service. The runs were organized according to a schedule that was posted in all the bus stop and spread thanks to the communication plan of the municipality of Castelnovo ne' Monti.

Referring to the data of the parking payment system (from to the end of September) the acquired data about the tickets sold are:

The shuttle service in the Lagdei plain, collected a number of transported people as follows: July: 95 - August: 310, for a total of 405 people.

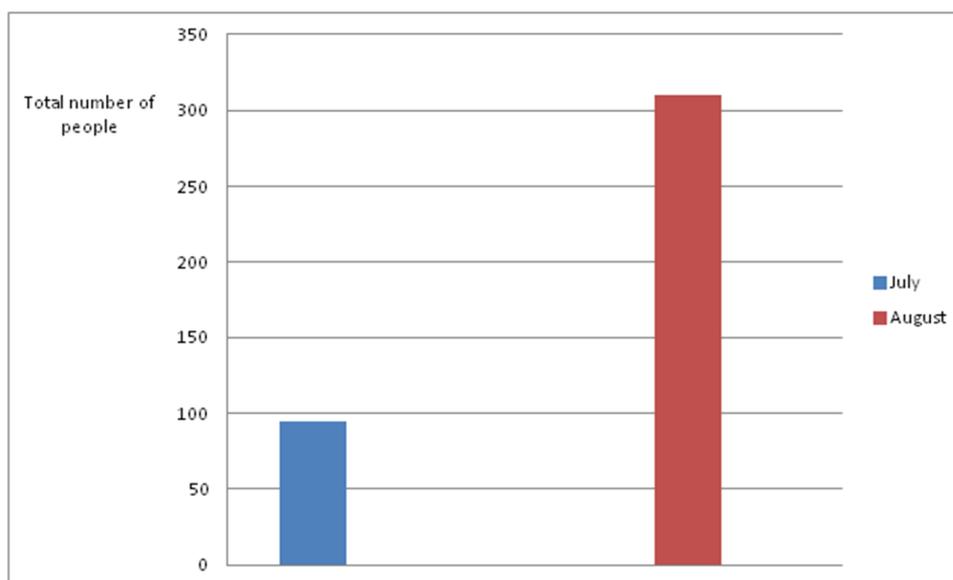


Fig. 9 - Statistics on the number of people at the Lagdei Plain, using the shuttle bus, aggregated on a monthly basis, for the 2019 summer.

Referring to the parking payment system the results (including the numbers of cars and motorbikes in the monitored parking area) are: July 521 cars + 131 motorbikes - August: 1212 cars + 389 motorbikes.

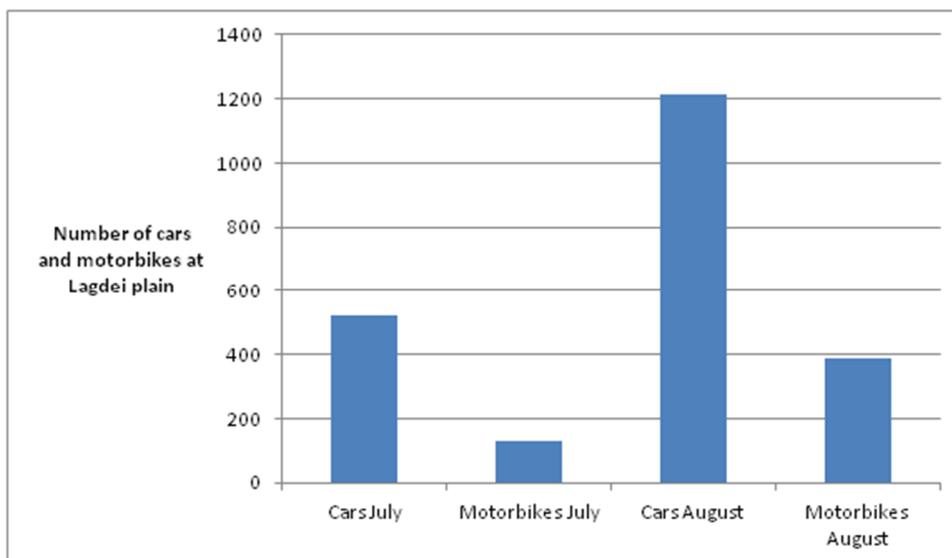


Fig. 10 - Statistics on the number of cars and motorbikes at the Lagdei Plain parking, aggregated on a monthly basis, for the 2019 summer.

The incomes (in euros: 3'000 in July and 7'221 in August) of the parking payment system at Lagdei plain is that depicted in fig.11:

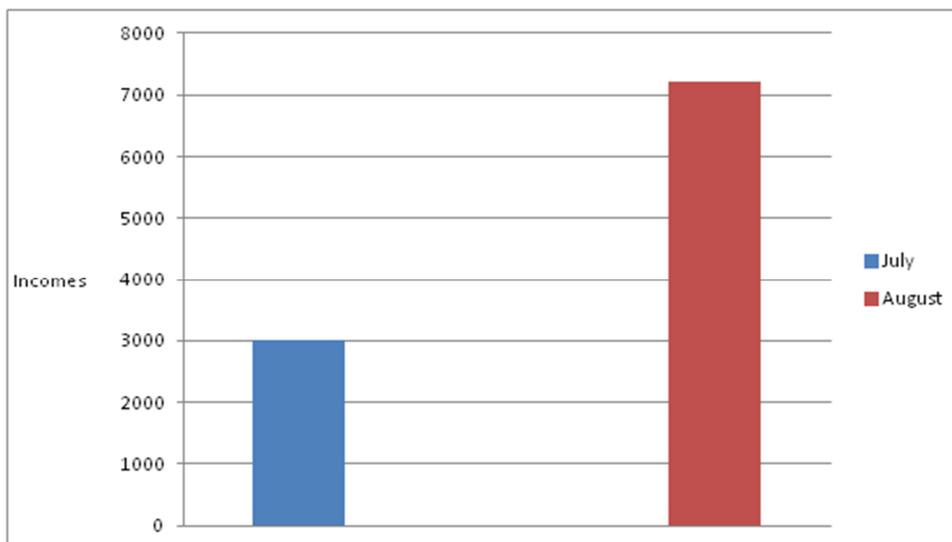


Fig. 11 - Statistics the income coming from the fees to park at the Lagdei Plain, aggregated on a monthly basis, for the 2019 summer.

Some of the most interesting data were collected through the survey with questionnaires. The questionnaires are almost the same for the two pilot areas, except for one question added to the questionnaire of the Pietra di Bismantova which refers to alternative paths and accesses to the area.



4.3. Deviations

Regarding the Pietra di Bismantova it was not possible to provide the questionnaires to the visitors in 2018: the organization of the activities started too late according to the fact that the touristic flow lasts maximum 3 months (June/September). So, it was not possible to create a final version of the questionnaires for visitors and the consequent distribution to the stakeholders and visitors.

The people counter hadn't been provided in 2019 due to the fact that there are too many accesses (in terms of number of people) to the sites and final collected data wouldn't be realistic. Furthermore, local people may know other way of access different from the main one (Piazzale Dante) and it was not possible to display the people counter in all the accesses to the Pietra di Bismantova.

4.4. Data Analysis

The following charts represent the results of the questionnaires submitted to the tourists in both the testing sites of the Pilot Action.

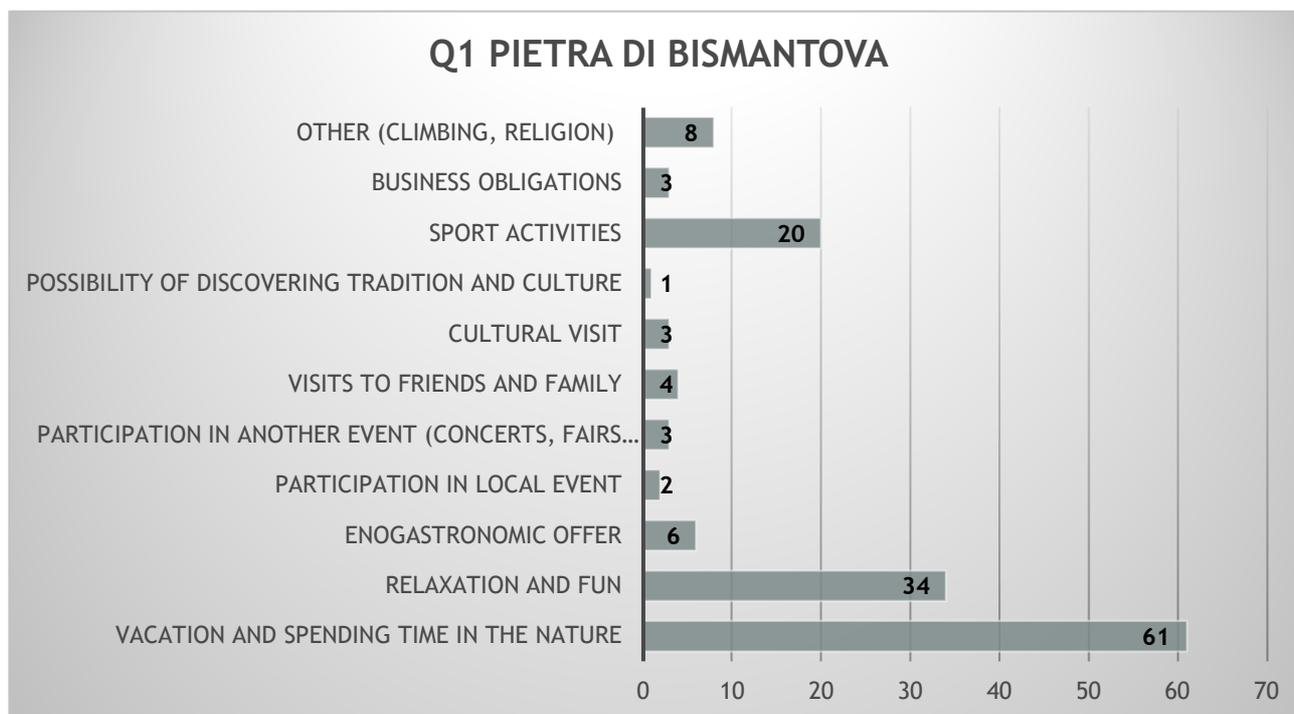


Fig. 12 - Questionnaires analysis - Reason of the Visit at the Pietra di Bismantova Area, collected during the 2019 summer survey.

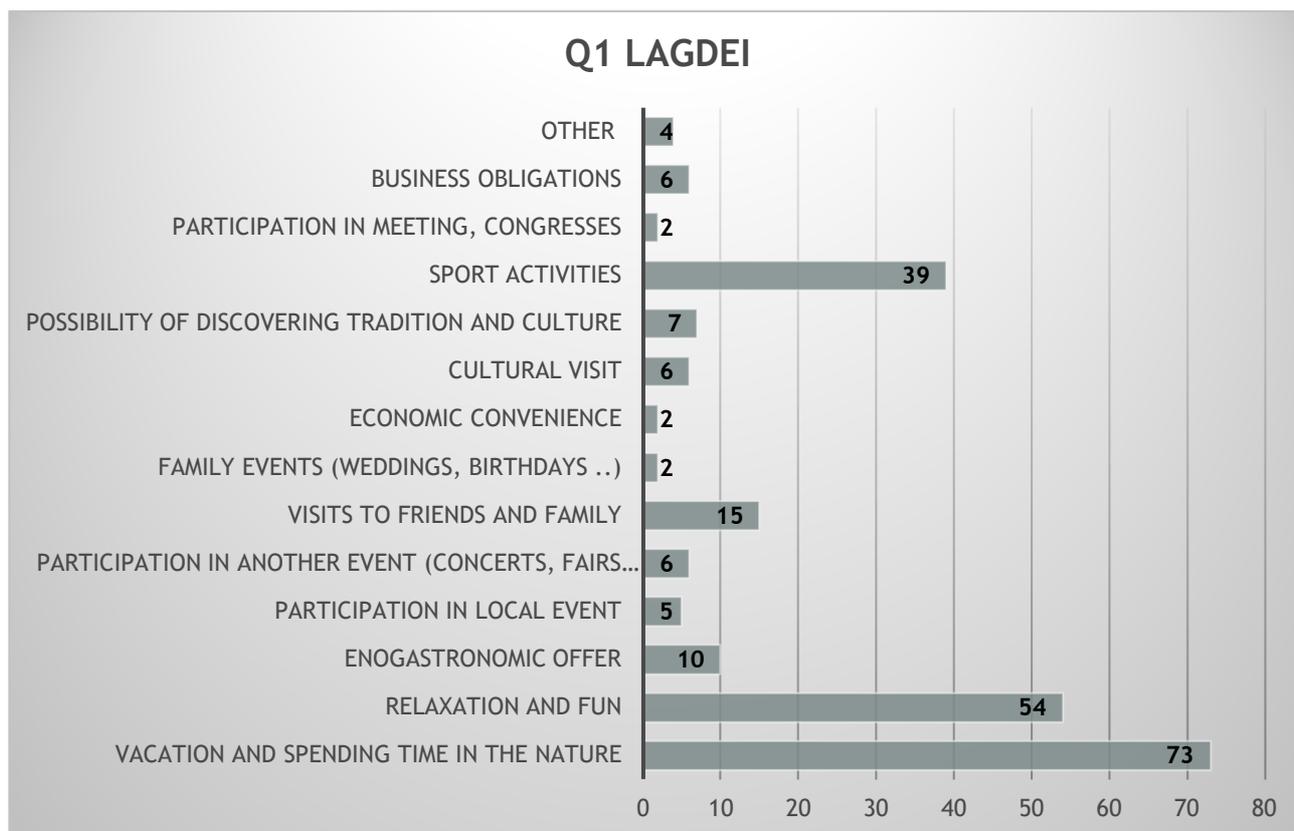


Fig. 13 - Questionnaires analysis - Reason of the Visit at the Lagdei Area, collected during the 2019 summer survey.

From question 1 - reasons of the visit, the 3 main reasons for the visit are the same for both the pilot areas:

- a) vacation and spending time in nature;
- b) relaxation and fun;
- c) sports activities.

As other reasons for the Pietra di Bismantova are very important the cultural and religious aspects, while for the Lagdei plain spending time with family and friends (even in occasion of special events such weddings) and the eno-gastronomic offer are more important than other aspects.

The economic convenience is not a reason for coming neither at the Pietra the Bismantova nor to the Lagdei plain.

Questions 2 indagated about the consciousness of the visitors to be in a protected area (PA) and the awareness about specific behaviours to be maintained inside a PA:

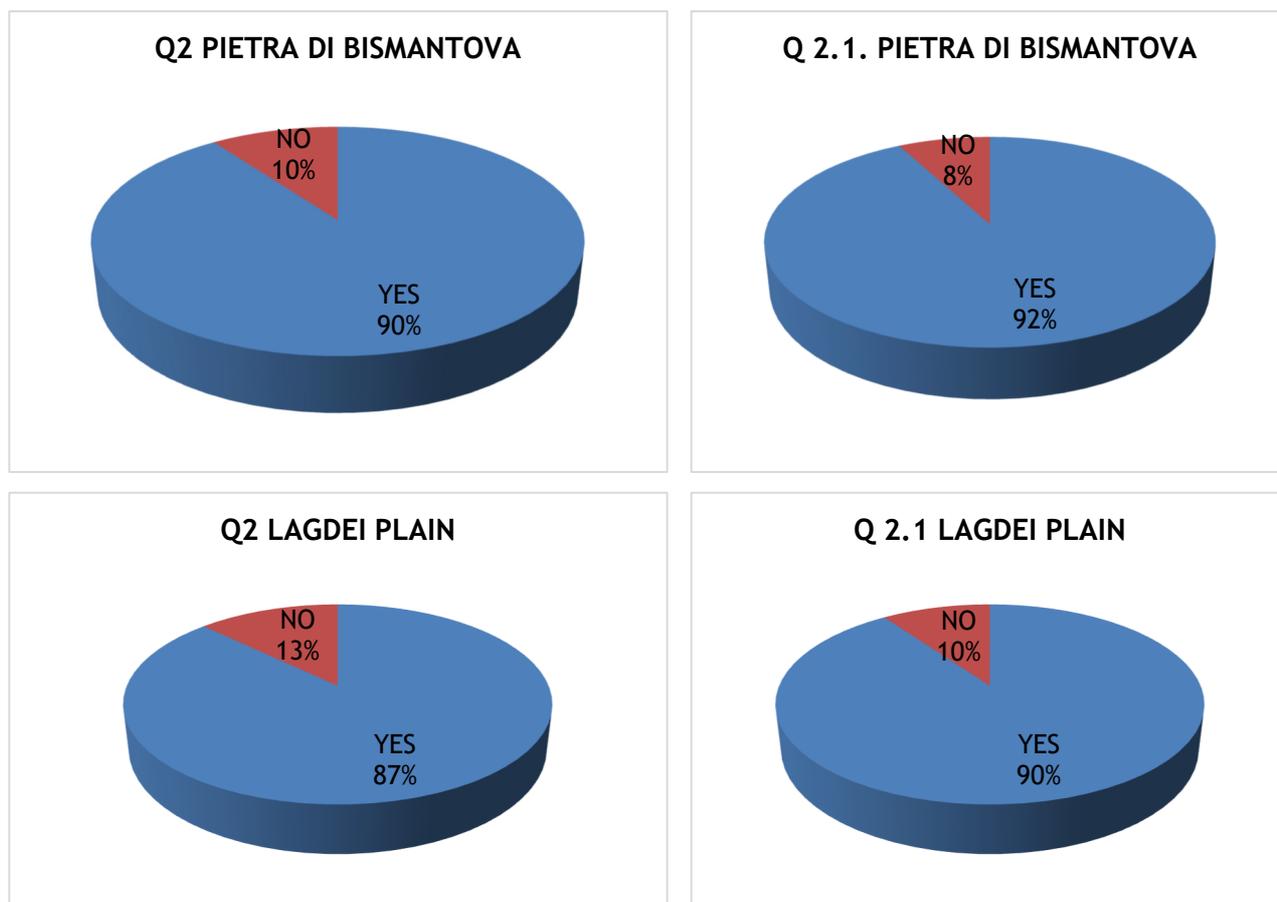


Fig. 14 - Questionnaires analysis - Consciousness to be in a Protected Area (on the left), and about the related rules of conduct (on the right), collected during the 2019 summer survey.

Luckily most of the people seems to know that they are inside a protected area and that they have to maintain some particular behaviours (fig. 14). This confirms the good work done in the last 15 years in building the identity of the Tosco-Emiliano Apennine National Park.

Anyway, there is still a small part of visitors which are not conscious of that: this means that the plan of information and communication about the protected area is an ongoing process, especially outside the borders of the park.

Question 3 is related to the activities carried out by visitors. The activities carried out during the tourist visits are mainly related to the search of relaxing places, in contact with nature and environment, where it's also possible to do outdoor/sports activities, with a special focus on walking, for both the pilot areas.

The main activities really practiced by visitors in both the pilot areas (even if different percentages) are:

- a) walking in the area (more at Lagdei plain than at the Pietra di Bismantova according to the percentage);
- b) relaxation and fun (more at Lagdei plain than at the Pietra di Bismantova according to the percentage);
- c) sports activities (more the Pietra di Bismantova than at Lagdei plain according to the percentage);
- d) cultural/natural routes.

Generally speaking, this result reflects perfectly the results of question 1 and underlines that the main reasons for the visits are the same activities visitors usually want to do in the two pilot areas.



Looking for some differences, details of the questionnaires on the Pietra di Bismantova refer that for this area climbing is a very important aspect to be considered. The same for religious visits to the local Sanctuary and meditation: these aspects are coherent with the reasons of the visit already declared in the first question.

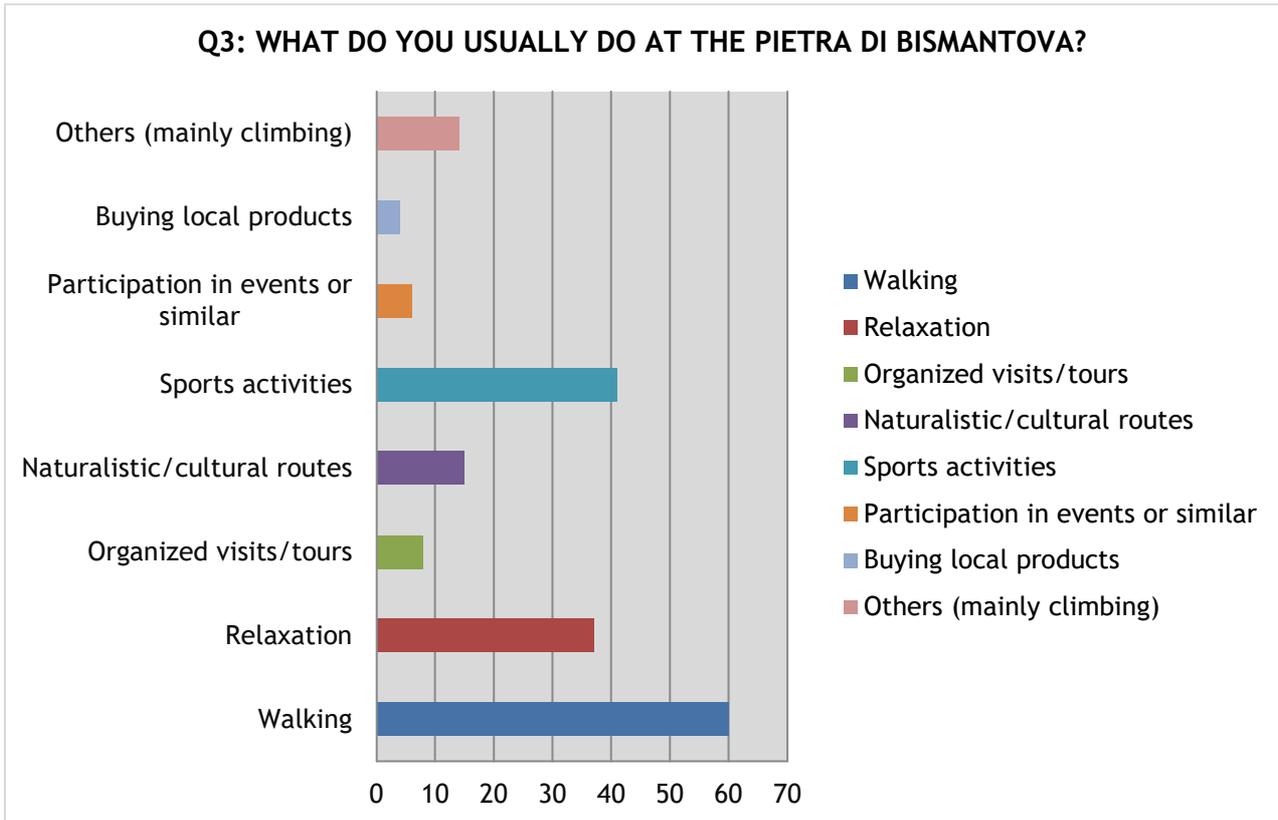


Fig. 15 - Questionnaires analysis - type of activities carried out by visitors at the Pietra di Bismantova Area, collected during the 2019 summer survey.

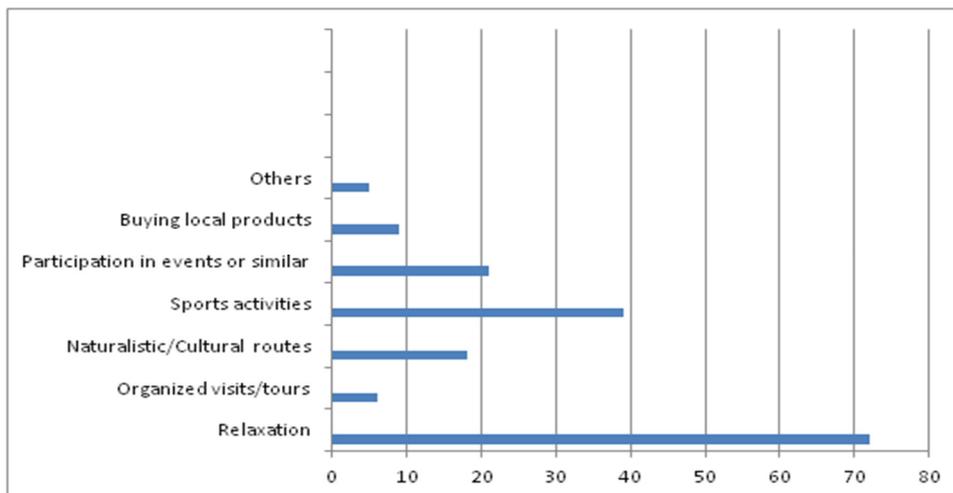


Fig. 16 - Questionnaires analysis - type of activities carried out by visitors at the Lagdei Area, collected during the 2019 summer survey.



Details about the Lagdei plain refer instead that the participation at local events, fairs is an important activity for the visitors.

The followings charts describe the visitors' profile: age, sex, where they come from; if they are mainly tourists, excursionists or residents; how many times they visited the pilot areas; if they are alone, with someone else and which kind of means of transports they use; how long is their staying; how they judge the local touristic hospitality and accommodation; where they found the information about the Pietra di Bismantova or the Lagdei plain.

From fig. 17 charts it's clear that the visitors of Pietra di Bismantova are middle - aged, while the ones of the Lagdei plain are younger. An interesting result is that both the pilot areas are frequented by man and woman at the same level: visitors are equally distributed by a gender point of view (fig. 18).

The average age of the visitors at the Pietra di Bismantova is 43 years, while at the Lagdei plain is 37 years.

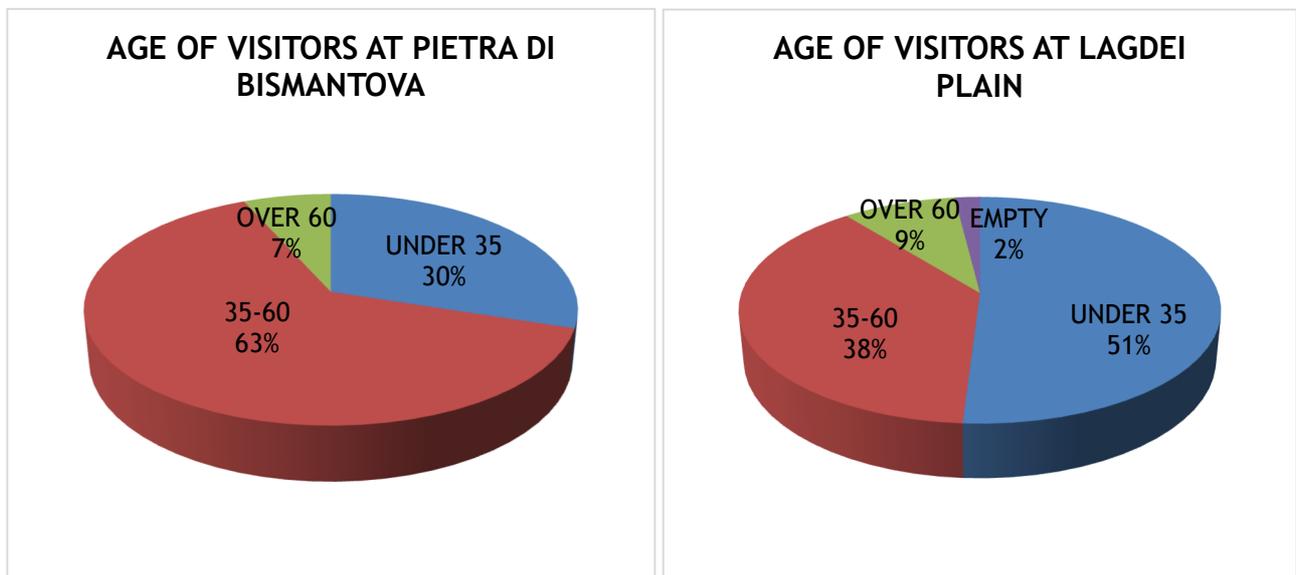


Fig. 17 - Questionnaires analysis - age of visitors at the Pietra di Bismantova and Lagdei Plain areas, collected during the 2019 summer survey.

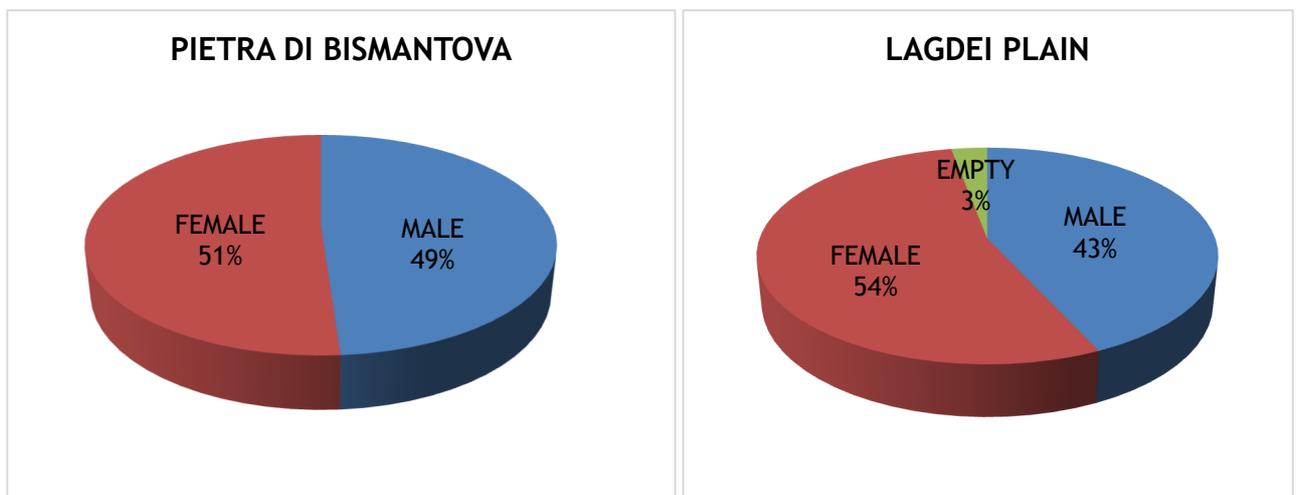


Fig. 18 - Questionnaires analysis - gender of visitors at the Pietra di Bismantova and Lagdei Plain areas, collected during the 2019 summer survey.

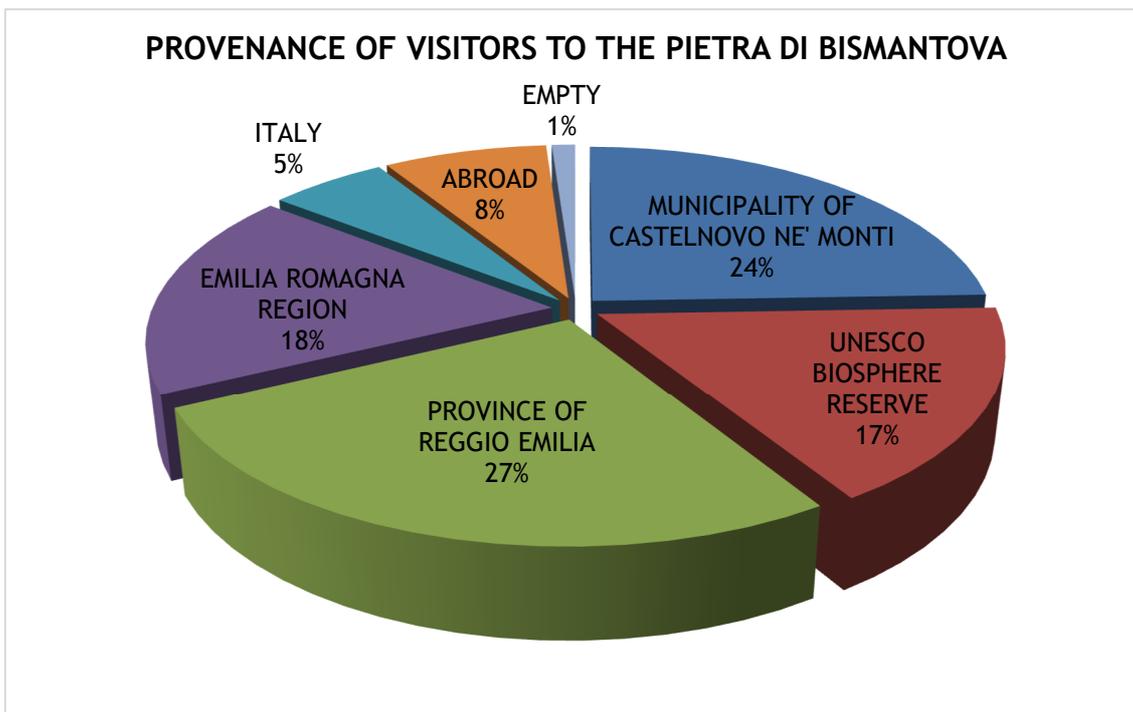


Fig. 19 - Questionnaires analysis - provenance of visitors at the Pietra di Bismantova Area, collected during the 2019 summer survey.

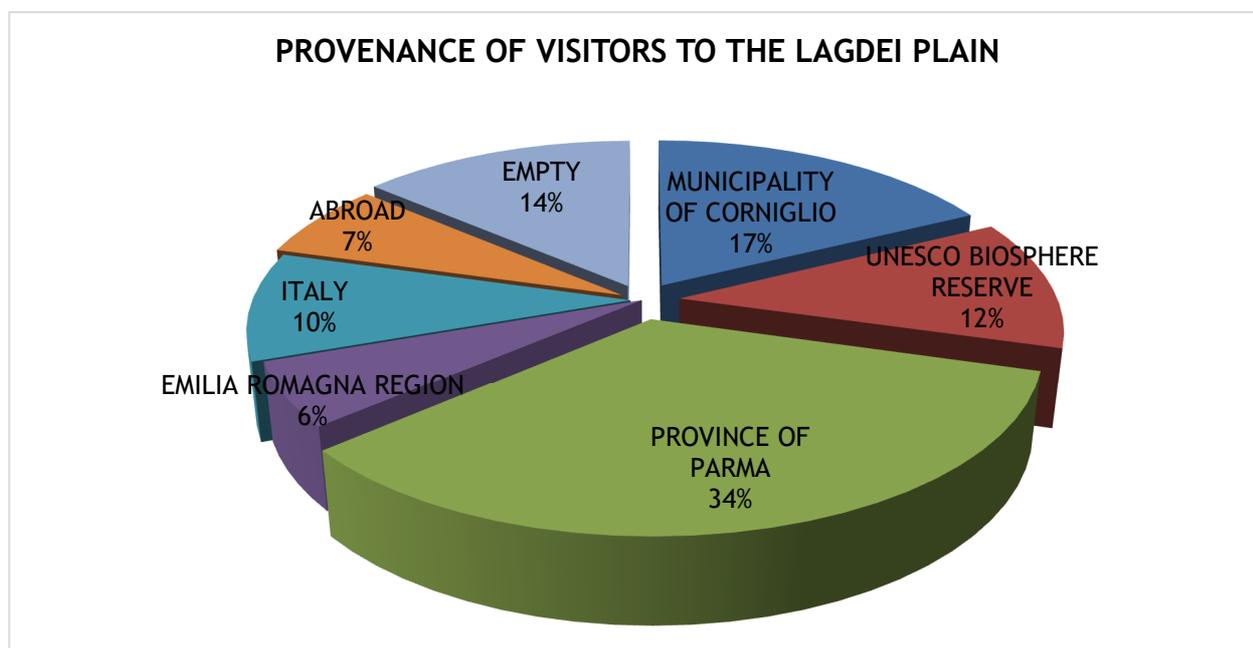


Fig. 20 - Questionnaires analysis - provenance of visitors at the Lagdei Plain Area, collected during the 2019 summer survey.

Talking about the visitors provenance, fig. 19 and 20 says that for both the Pietra di Bismantova and Lagdei plain, the visitors come mainly from the local municipalities and from the neighbourhoods (meaning with this the municipalities of the Tosco Emiliano Apennine Man and Biosphere Reserve, others villages and municipality of the province (main cities) and the Emilia Romagna region).



This is underlined and confirmed also by the fig. 21 charts which assess that the main visitors of the areas are residents and excursionists. This justifies the reason why only few people spend the night in the local accommodations and also all the other visitors come from close places, so they don't need to stay for the overnight. Further, the main data is that they are coming for a daily trip.

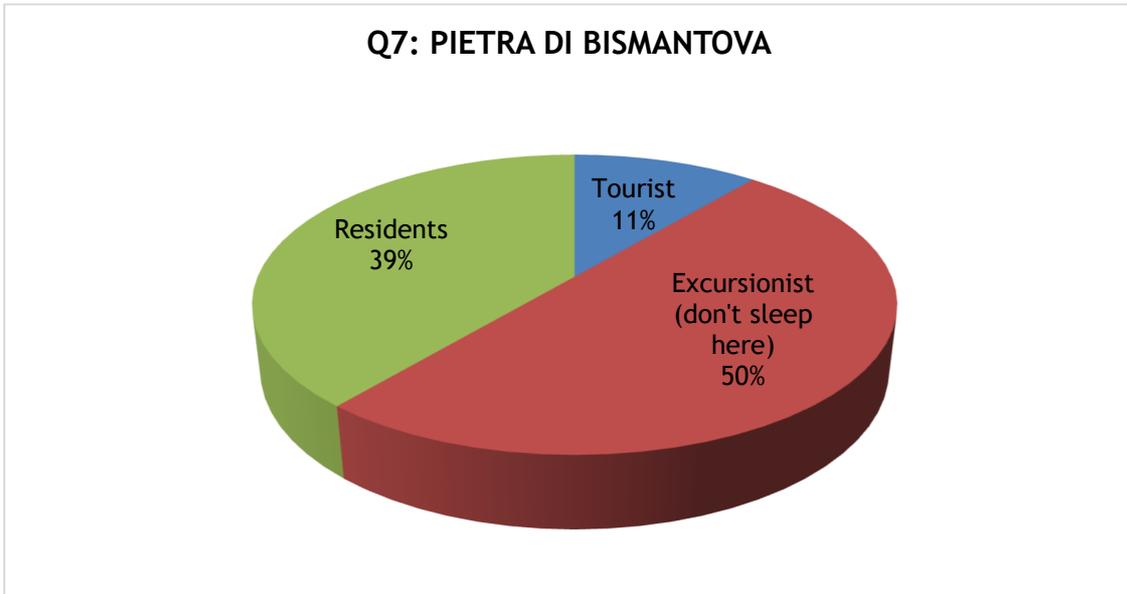


Fig. 21 - Questionnaires analysis - provenance of visitors at the Pietra di Bismantova Area, collected during the 2019 summer survey.

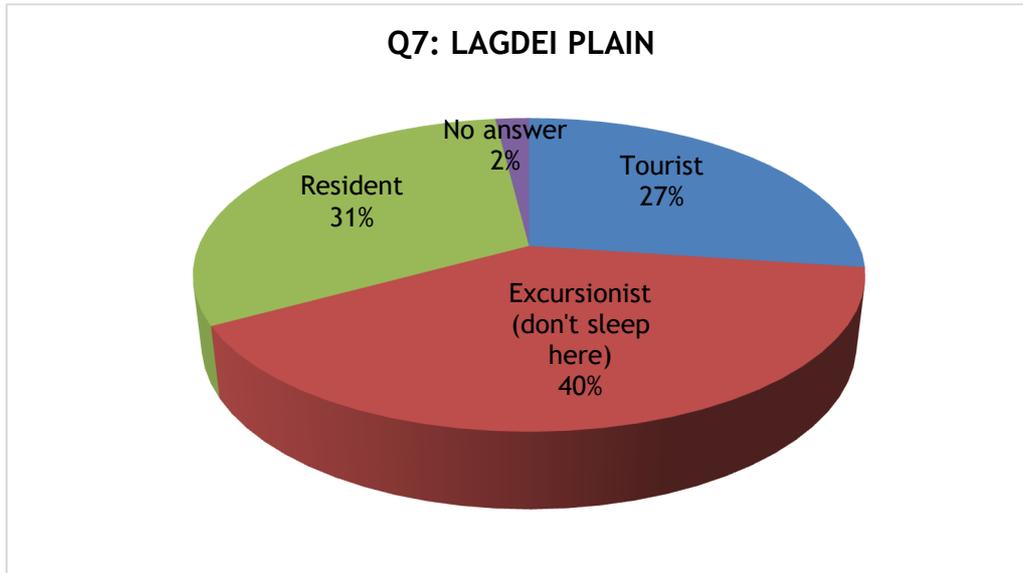


Fig. 22 - Questionnaires analysis - provenance of visitors at the Lagdei Plain Area, collected during the 2019 summer survey.

Despite of these “short stays visits”, only for one day as we saw, visitors seem to be very enthusiastic and devoted to these places: almost the half of them knows very well these sites, since on 40-45% of the interviewed, they had come for 5 or more times. A further high percentage refers to people coming for 3 or 4 times, and this confirm the above data.



Fig. 23 - Questionnaires analysis - number of recurrent visits at the Pietra di Bismantova Area, collected during the 2019 summer survey.



Fig. 24 - Questionnaires analysis - number of recurrent visits at the Lagdei Plain Area, collected during the 2019 summer survey.

Another interesting result, even for sustainability purposes, is the travelling choice; particularly assessing if people are travelling alone or with someone else: this has a direct consequence in the means of transports used to reach the sites.

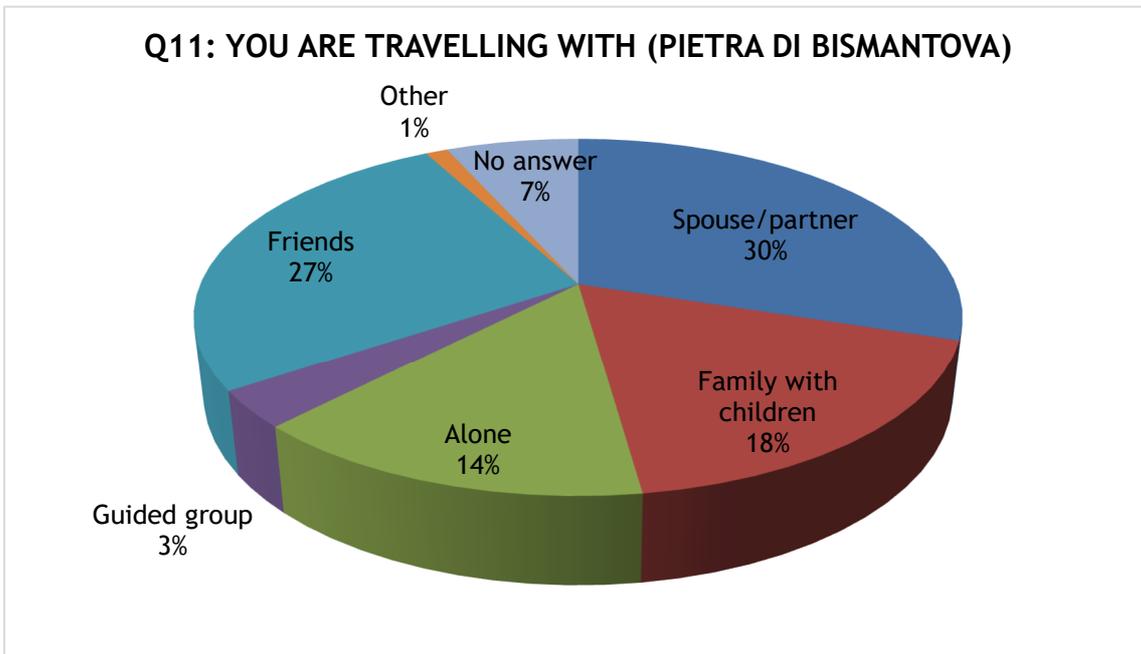


Fig. 25 - Questionnaires analysis - companions of travelling to reach the Pietra di Bismantova, collected during the 2019 summer survey.

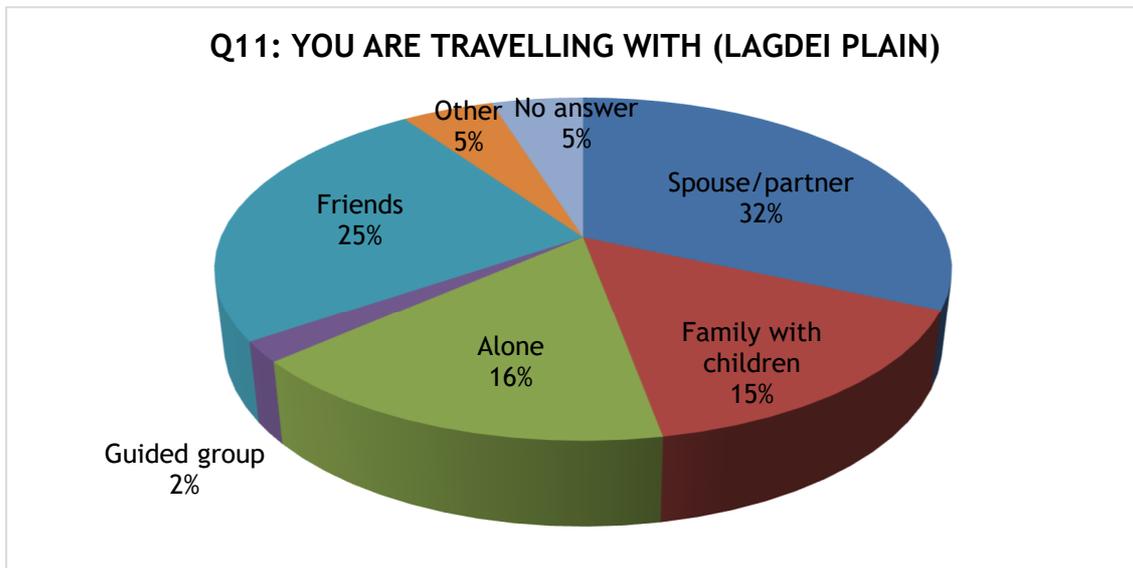


Fig. 26 - Questionnaires analysis - companions of travelling to reach the Lagdei Plain Area, collected during the 2019 summer survey.

The results of these charts underline that couples, groups of friends and family with children are the main visitors of both the pilot areas. Many people are used to visit by themselves these locations, while there are not many guided groups in the areas.



The following question referred to the means of transports, in order to understand the main habit of the visitors and how they moved in relation with the number of people they are (for example is they are 1, 2, 4, or more).

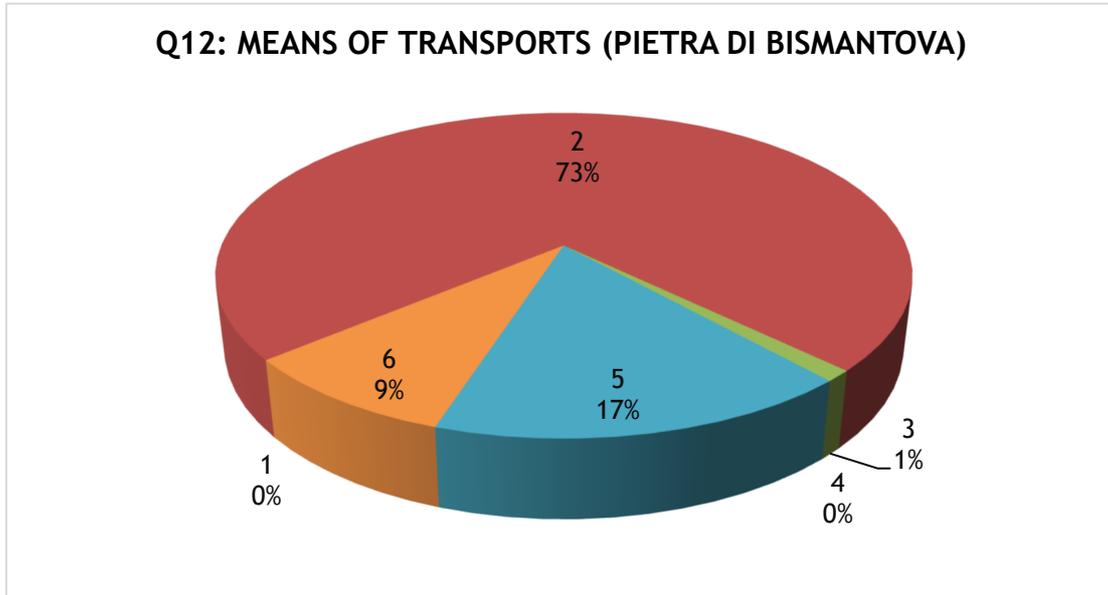


Fig. 27 - Questionnaires analysis - means of transport to reach the Pietra di Bismantova, collected during the 2019 summer survey.

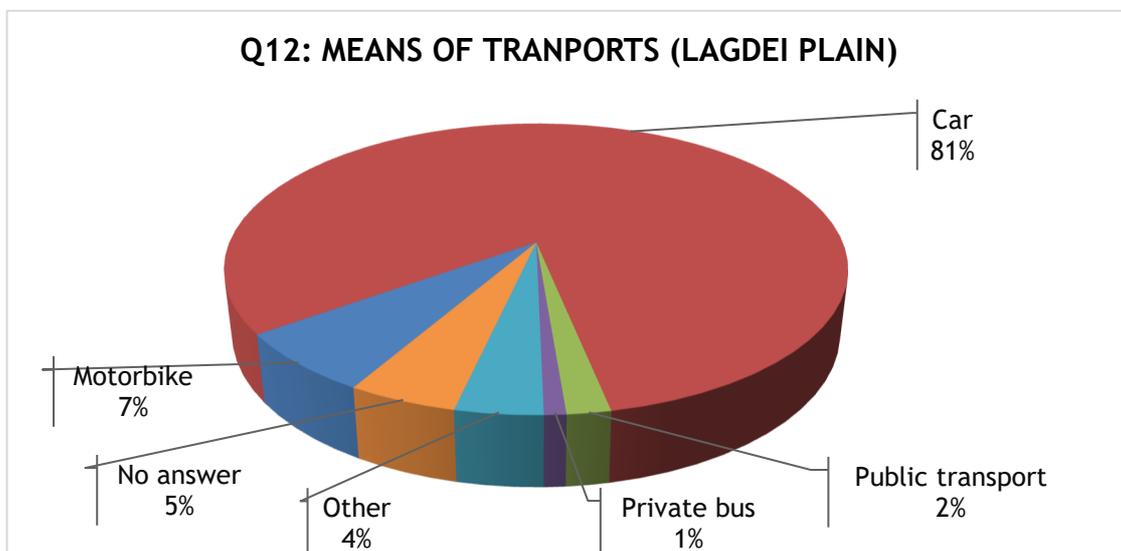


Fig. 28 - Questionnaires analysis - means of transport to reach the Lagdei Plain Area, collected during the 2019 summer survey.

The charts confirm that car is the main transport used to reach the sites. The low percentage of public transports underlines the difficulty to go to the Pietra di Bismantova and Lagdei plain with a private transportation but, meanwhile, it confirms the needs of the shuttle buses as alternative means of transports: from the surveys of Lagdei someone asked to extend the route not only from “Cancelli” place (this bus the starting/arrival point this summer), but from the village of Bosco di Corniglio where the public buses arrive.



The shuttle bus to the Pietra di Bismantova was already used as a direct connection between the centre of Castelnovo ne' Monti: in fact the local municipality organized it also on Monday morning for the residents who live in the neighbourhoods to reach the centre for the local weekly market.

For the following question the question number codes in the two areas are different because of some differences in the two questionnaires. These different questions will be illustrated later in this document.

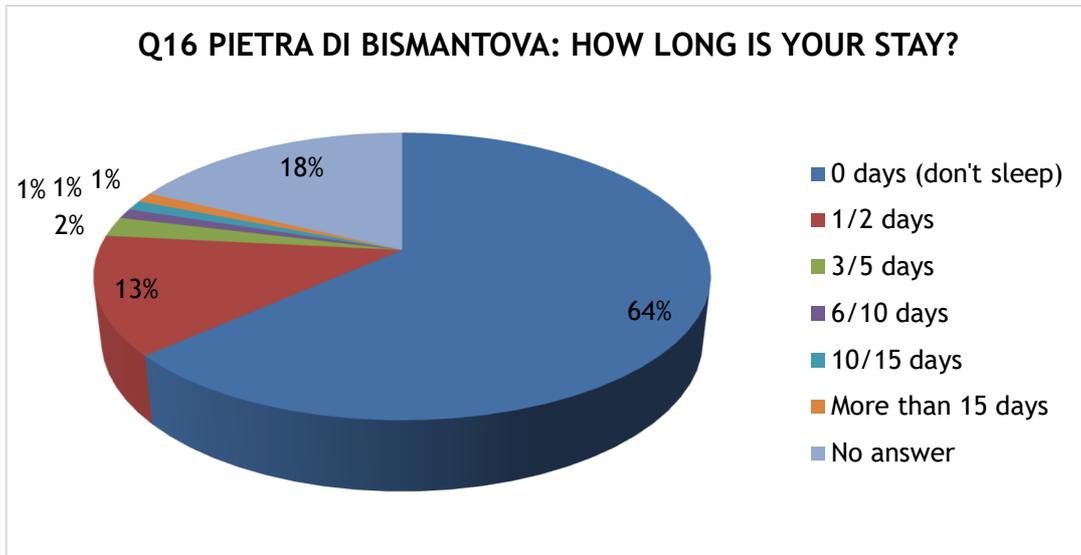


Fig. 29 - Questionnaires analysis - Visit duration at the Pietra di Bismantova, collected during the 2019 summer survey.

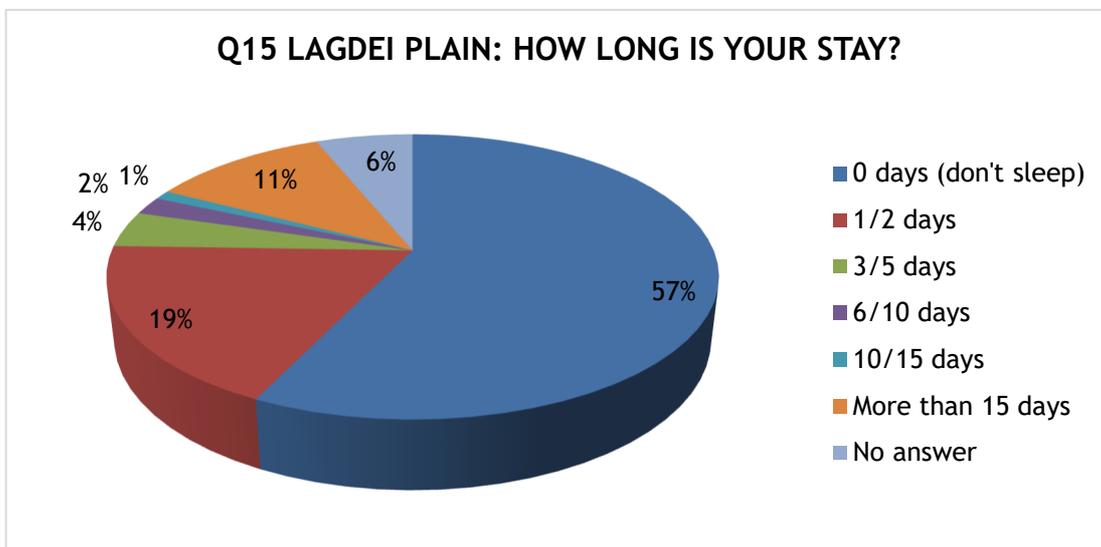


Fig. 30 - Questionnaires analysis - Visit duration at the Pietra di Bismantova, collected during the 2019 summer survey.

As already seen from other sources (such as the registered overnights in the local accommodations), the data confirm that visitors are mainly residents and excursionists. They don't usually spend in the pilot areas more than one day and they do it mainly with open-air activities. This happens in spite of the good level of satisfaction of the hospitality and accommodation services: for both the pilot areas the 63% of visitors declare they are satisfied by the touristic offer. Many of them refers more to the local restaurants than to



the hospitality such as refuges or similar. At the Pietra Di Bismantova, 20% of the people judged the quality of these services to be poor or very poor. The Lagdei plain, conversely, seems to be more efficient in this field if compared with the Pietra di Bismantova: the 26% of Lagdei visitors said that the touristic services are really good compared to only the 9% of the Pietra and only 6% of unsatisfied interviewed (4% Bad and 2% Very Bad), differently from the Pietra di Bismantova with 20% of unsatisfied tourists (18% of “bad” and 2% of “really bad” marks).

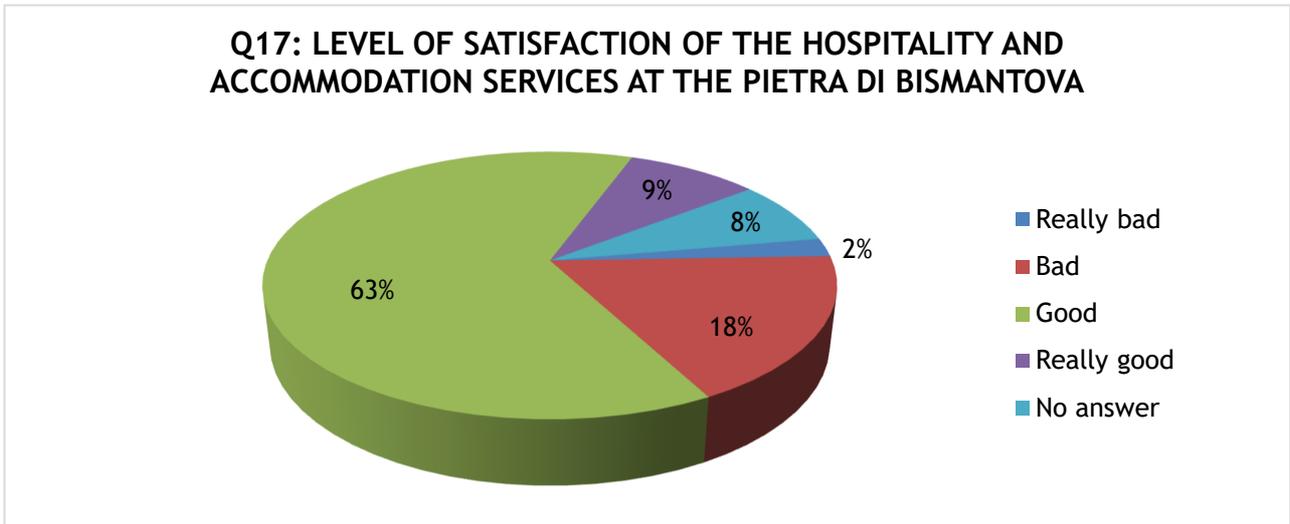


Fig. 31 - Questionnaires analysis - Level of Satisfaction of Hospitalities and Accommodation services at the Pietra di Bismantova, collected during the 2019 summer survey.

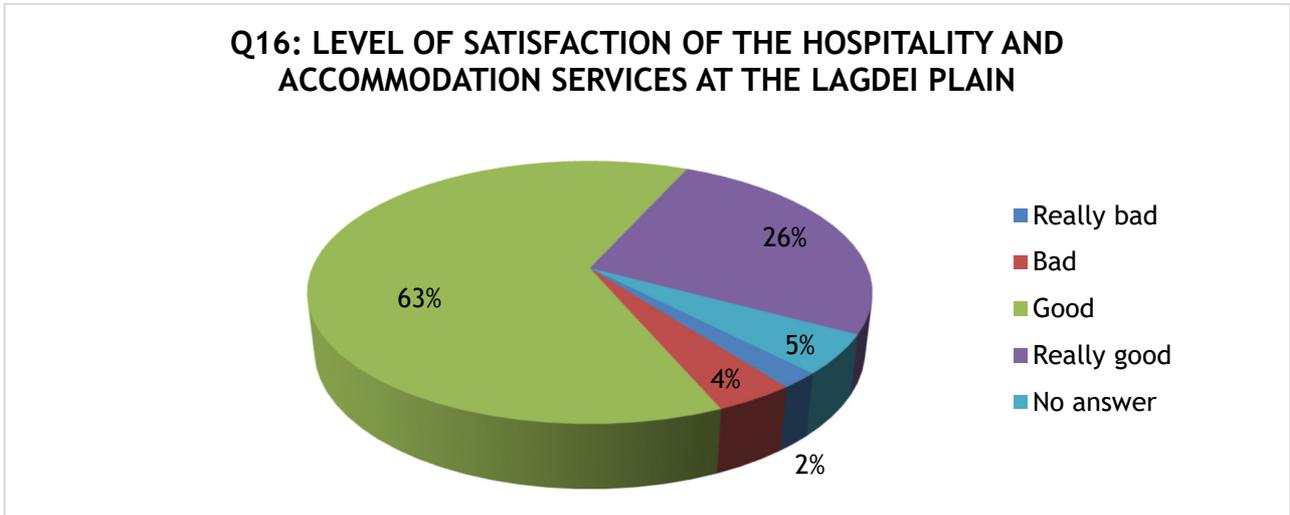


Fig. 32 - Questionnaires analysis - Level of Satisfaction of Hospitalities and Accommodation services at the Lagdei Plain Area, collected during the 2019 summer survey.

From the aforementioned results, two issues and needs for the territorial development emerged:

- 1) to improve the quality of accommodation services;
- 2) to encourage excursionist to stay for a longer period and change from excursionist to tourists sleeping in the accommodation of the area, eating in the local restaurants and so on.



Q18: WHERE/HOW VISITORS FOUND INFORMATION ABOUT THE PIETRA DI BISMANTOVA

- Website/Social Media Appennino Tosco Emiliano National Park
- Website/Social Media Appennino Tosco Emiliano Biosphere Reserve
- Website/Social Media private touristic stakeholders
- Website/Social Media public offices (touristic office, municipality ...)
- Flyers in touristic offices, fairs, events
- Word by mouth
- Other

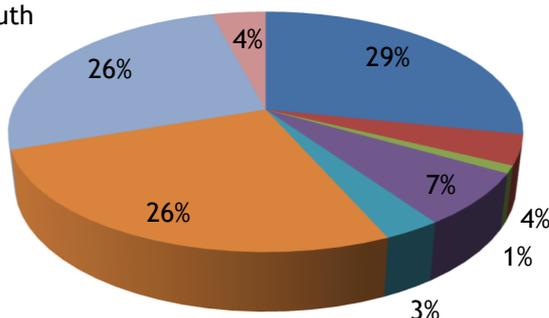


Fig. 33 - Questionnaires analysis - Source of information for the Pietra di Bismantova visitors, collected during the 2019 summer survey.

Q17: WHERE/HOW VISITORS FOUND INFORMATION ABOUT LAGDEI PLAIN

- Website/Social Media Appennino Tosco Emiliano National Park
- Website/Social Media Appennino Tosco Emiliano Biosphere Reserve
- Website/Social Media private touristic stakeholders
- Website/Social Media public offices (touristic office, municipality ...)
- Flyers in touristic offices, fairs, events
- Word by mouth
- Other
- No answer

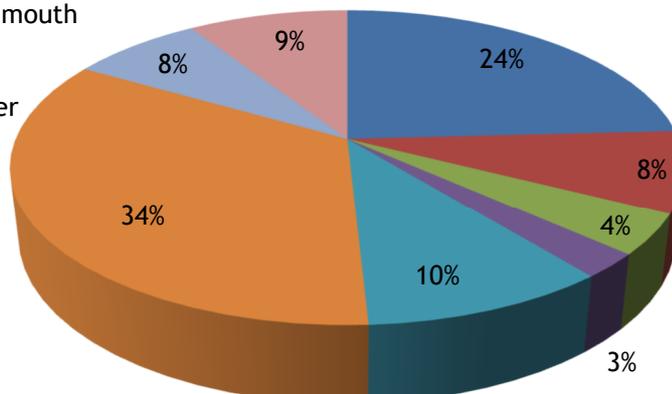


Fig. 34 - Questionnaires analysis - Source of information for the Lagdei Plain Area visitors, collected during the 2019 summer survey.



Sustainability means also easily available information: that’s the meaning of the question on how and/or where visitors found the information about the Pietra di Bismantova and the Lagdei plain. According to the results of fig. 33 and 34, the website and social media of the Tosco Emiliano Apennine National Park and word by mouth are the two main sources of information for the two sites. Furthermore, referring to the Pietra the voice “other” plays an important role: the point is that for many surveyed “other” means to be local resident and so they know things because they leave here. Differently for Lagdei plain another source of information is given by printed flyers distributed in the touristic offices, in the municipalities and similar offices.

Another issue to assess is the awareness that the UNESCO Man and Biosphere Reserve is not so well known as the National Park; another confirmation of this shared impressions, probably due to the fact that the UNESCO award is much younger than the National Park institution (around 14 years of difference).

As introduced above, the questionnaires had some specific questions related to the pilot actions of the CEETO project, that are slightly different between the Pietra di Bismantova and the Lagdei plain. The following charts refer to these specific questions.

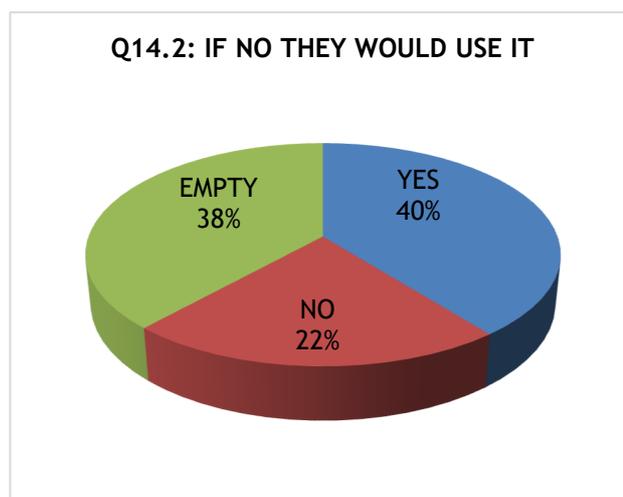
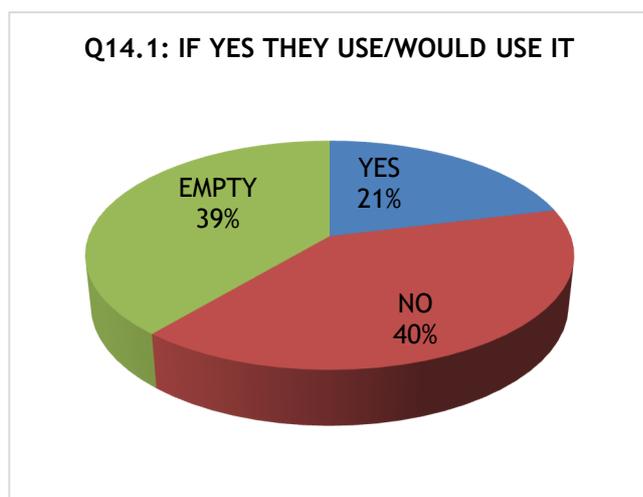
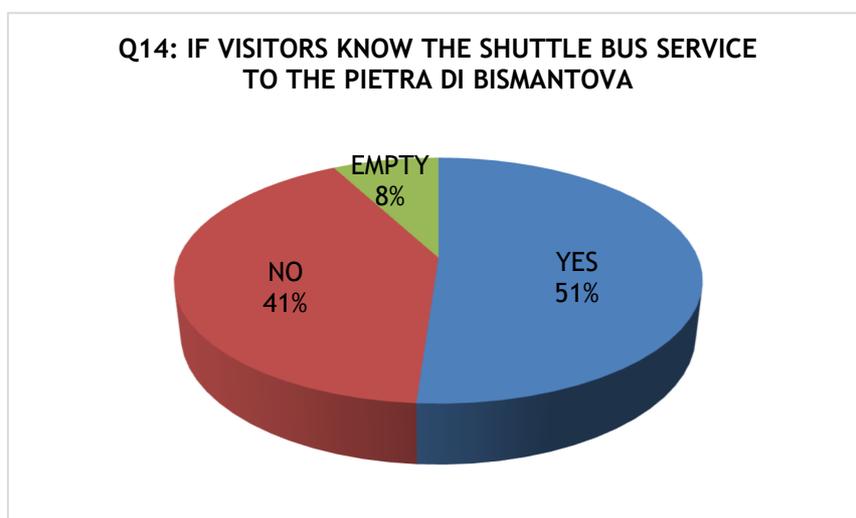


Fig. 35a,b,c - Questionnaires analysis - Awareness of the presence of the Shuttle Bus for the Pietra di Bismantova parking, collected during the 2019 summer survey.



A result to reason about that emerge from this chart about the Pietra di Bismantova is that many people knew the shuttle bus service but only a small percentage used it, while few people were not aware about it but they would have used the service. In any case, the total amount of people using the service, confirms that the pilot action was actually required and welcome, especially considering the amount of negative comments on the “wild” parking along the main road access.

The following chart refers especially to the Pietra di Bismantova only and particularly to the alternative access roads/ways to reach the pilot area. This question was prepared in order to understand the level of awareness of the visitors, giving them at the same time this information if they don't have it. This is also a good point to verify the level of sustainability between the visitors, because if they use these alternatives accesses, they could avoid stressing the main access, that suffers the main touristic flows.

The majority of people, mainly residents, knows that there are other paths/access ways to the Pietra di Bismantova, but they are not used to hang out at there.

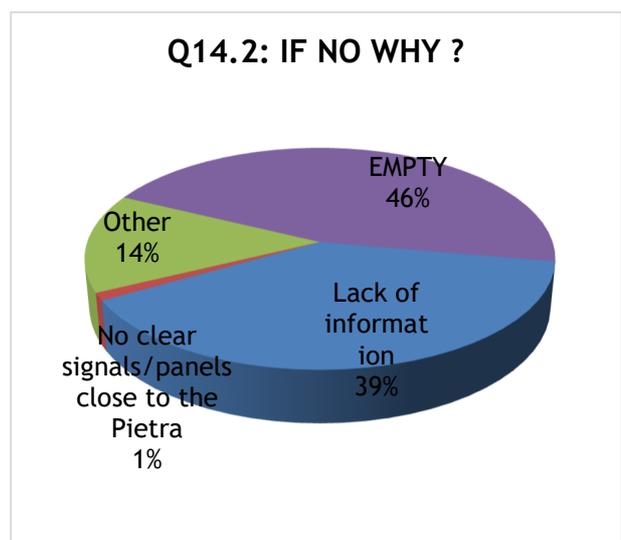
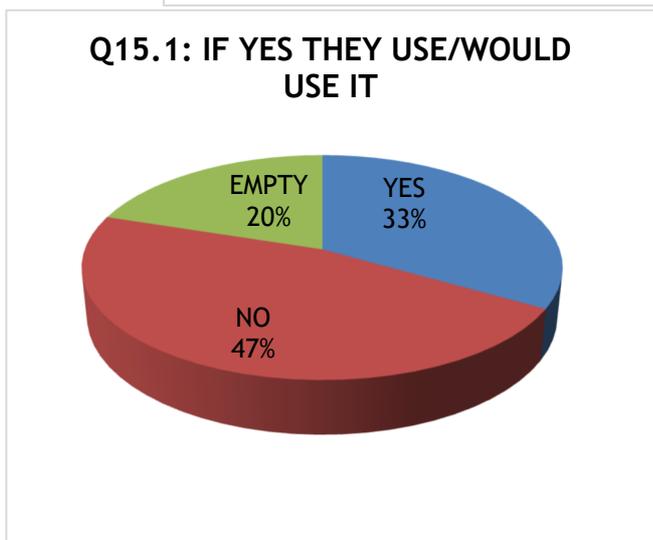
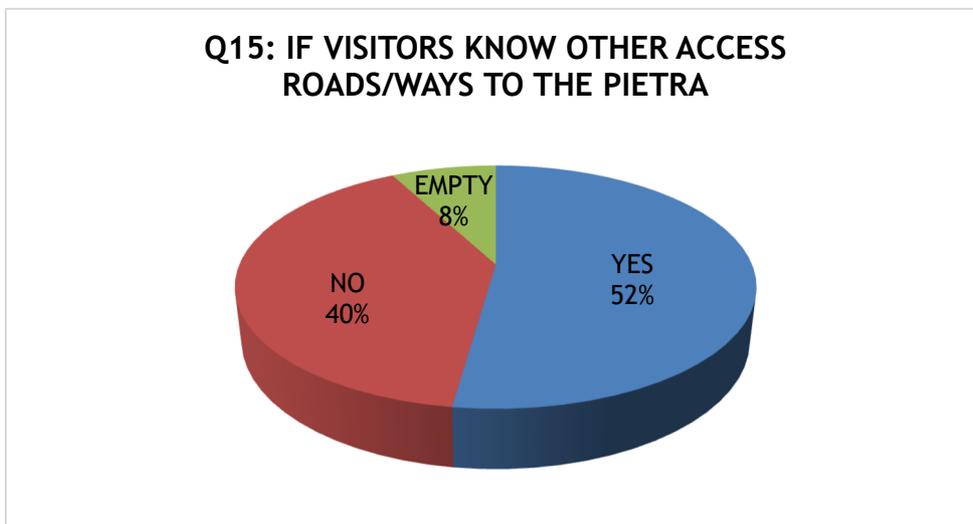


Fig. 36a,b,c - Questionnaires analysis - Awareness of the presence of an alternative path to reach the Pietra di Bismantova parking, collected during the 2019 summer survey.



The positive trend about the shuttle buses is confirmed by the results of the same questions referred to the Lagdei plain (fig. 37): the percentage of people well informed about it is still very high and also the number of people who used it, but in comparison with the ones from the Pietra di Bismantova, visitors of Lagdei are more inclined to use it even if they were not informed about it.

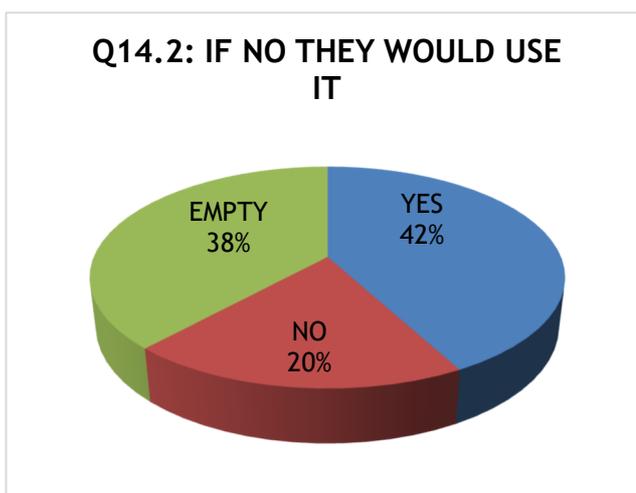
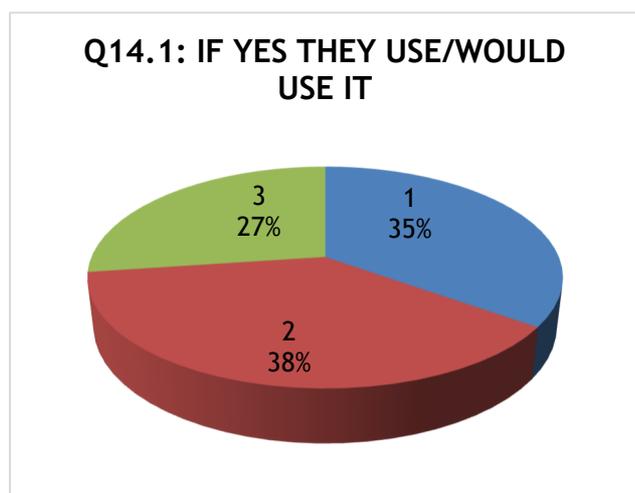
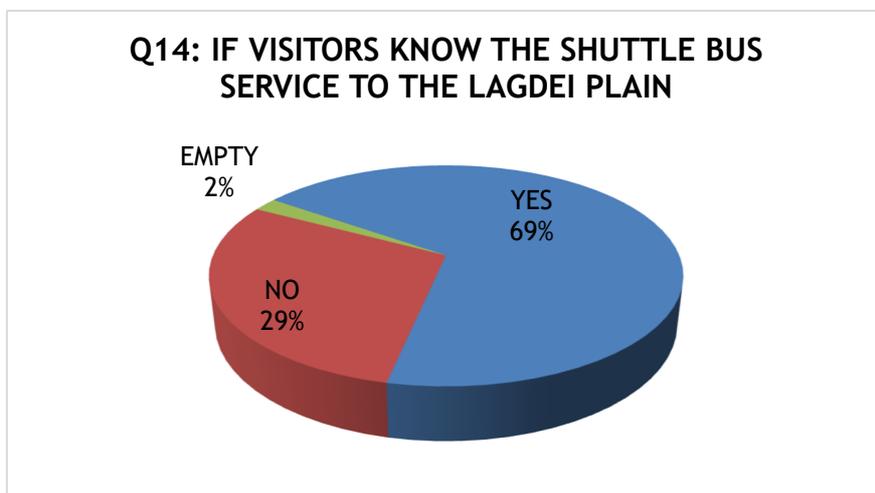


Fig. 37,b,c - Questionnaires analysis - Awareness of the presence of the Shuttle Bus to reach the Lagdei Plain Area, collected during the 2019 summer survey.

Finally, analysing the comments given by the visitors, the most positive aspects refer to the good environment, panorama and accommodation and hospitality services. In most cases, visitors complained about the establishment of a paid car park. both at the Pietra di Bismantova and at Lagdei plain, but at the same time they complain the “wild” parking too, asking for some parking management. In conclusion, peace and quiet are considered important values for the areas, except in summer when there are too many people.



5. Use of monitoring data analysis

In the next future, the collected data will be used as a shared knowledge basis, on which to develop the implementation of the five-year Action Plans for the Sustainable Tourism into the Tosco Emiliano Apennine management plan. As already said in some previous deliverables (D.T2.2.2. and D.T2.4.1), the CEETO action plan is a part of a larger strategy: its implementation is strictly connected with all the other projects involved in the development of sustainability.

The acquired data thanks to the CEETO project will be included in the database of the ECST of the Tosco Emiliano Apennine National Park and in the Action Plan of the UNESCO Man and Biosphere Reserve, as they are a component of a common strategy.

In a wide perspective, the collected data will be used to implement some actions already developed, but at the same time to create new activities/strategies to encourage people to stay more than one day.

5.1. Use of the data in the Pilot Action(s)

The acquired data are the basis, the beginning of the application of the CEETO project: they will be used as reference to decide if going on with these kinds of actions or not and eventually what are the aspects to modify.

As already declared by the Municipality of Castelnuovo ne' Monti the data acquired in 2019 will be used as comparative data for the actions and activities foreseen in 2020 at the Pietra di Bismantova. The parking payment system and the shuttle bus can be considered good experiences in 2019 and there is the willingness to reply them next year.

About Lagdei plain, there is the wish, for next summer, to improve the shuttle bus service not only from "Cancelli" bus stop but from the village of Bosco di Corniglio, using the money earned from the parking payment system. The results will be compared with the comments, needs acquired during the workshop on the spot realized at the beginning of the project to understand if there are coincidence and/or deviations.

5.2. Use of the data in the Action Plan Implementation

The funds earned from the parking payment will be used for maintenance services on the top of the Pietra di Bismantova and at "Campo Pianelli", the place of historical discovery and archaeological site.

For the Lagdei plain it's confirmed the needs to manage the accesses and the parking payment: the alternative ways of reaching the area must be implemented. That's why the collected data will be used also as reference to improve the other activities of the action plan: in this way all the foreseen actions will be implemented thanks to this networking work.

6. Annexes

1. Questionnaires summarizes;
2. Questionnaires examples.